



TORQ Analysis of Marketing Managers to Market Research Analysts

INPUT SECTION:

Transfer	Title	O* NET	Filters		
From Title:	Marketing Managers	11-2021.00	Abilities:	Importance Level: 50	Weight: 1
To Title:	Market Research Analysts	19-3021.00	Skills:	Importance Level: 69	Weight: 1
Labor Market Area:	Maine Statewide		Knowledge:	Importance Level: 69	Weight: 1

OUTPUT SECTION:

Grand TORQ:				<div></div>				95			
Ability TORQ				Skills TORQ				Knowledge TORQ			
Level		<div></div> 96		Level		<div></div> 94		Level		<div></div> 95	
Gaps To Narrow if Possible				Upgrade These Skills				Knowledge to Add			
Ability	Level	Gap	Impt	Skill	Level	Gap	Impt	Knowledge	Level	Gap	Impt
Speech Clarity				No Skills Upgrade Required!				Administration and Management			
								67 3 69			
LEVEL and IMPT (IMPORTANCE) refer to the Target Market Research Analysts. GAP refers to level difference between Marketing Managers and Market Research Analysts.											

ASK ANALYSIS

Ability Level Comparison - Abilities with importance scores over 50

Description	Marketing Managers	Market Research Analysts	Importance
Written Comprehension	64	60	75
Oral Comprehension	67	64	72
Written Expression	64	64	72
Oral Expression	66	66	68
Inductive Reasoning	64	62	68
Deductive Reasoning	71	64	65
Speech Clarity	46	53	62
Problem Sensitivity	64	53	59
Near Vision	60	51	59
Information Ordering	55	53	56
Speech Recognition	53	48	56



Mathematical Reasoning	57		51		53
Skill Level Comparison - Abilities with importance scores over 69					
Description	Marketing Managers		Market Research Analysts		Importance
Reading Comprehension	84		72		83
Time Management	77		62		80
Writing	75		67		76
Active Listening	79		68		74
Coordination	86		68		69
Knowledge Level Comparison - Knowledge with importance scores over 69					
Description	Marketing Managers		Market Research Analysts		Importance
Customer and Personal Service	83		65		77
Sales and Marketing	85		79		73
English Language	67		63		71
Administration and Management	64		67		69

Experience & Education Comparison						
Related Work Experience Comparison				Required Education Level Comparison		
Description		Marketing Managers	Market Research Analysts	Description		Marketing Managers Market Research Analysts
10+ years		6%	11%	Doctoral	0%	0%
8-10 years		13%	0%	Professional Degree	0%	10%
6-8 years		22%	22%	Post-Masters Cert	0%	0%
4-6 years		3%	31%	Master's Degree	0%	22%
2-4 years		37%	1%	Post-Bachelor Cert	0%	3%
1-2 years		3%	8%	Bachelors	75%	24%
6-12 months		12%	15%	AA or Equiv	0%	0%
3-6 months		0%	0%	Some College	14%	23%
1-3 months		0%	0%	Post-Secondary Certificate	3%	15%
0-1 month		0%	0%	High Scool Diploma or GED	6%	0%
None		0%	7%	No HSD or GED	0%	0%
Marketing Managers				Market Research Analysts		
Most Common Educational/Training Requirement:						
Bachelor's or higher degree, plus work experience				Bachelor's degree		
Job Zone Comparison						
4 - Job Zone Four: Considerable Preparation Needed				4 - Job Zone Four: Considerable Preparation Needed		



A minimum of two to four years of work-related skill, knowledge, or experience is needed for these occupations. For example, an accountant must complete four years of college and work for several years in accounting to be considered qualified.

Most of these occupations require a four - year bachelor's degree, but some do not.

Employees in these occupations usually need several years of work-related experience, on-the-job training, and/or vocational training.

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Tasks

Marketing Managers

Core Tasks

Generalized Work Activities:

- Communicating with Persons Outside Organization - Communicating with people outside the organization, representing the organization to customers, the public, government, and other external sources. This information can be exchanged in person, in writing, or by telephone or e-mail.
- Communicating with Supervisors, Peers, or Subordinates - Providing information to supervisors, co-workers, and subordinates by telephone, in written form, e-mail, or in person.
- Making Decisions and Solving Problems - Analyzing information and evaluating results to choose the best solution and solve problems.
- Establishing and Maintaining Interpersonal Relationships - Developing constructive and cooperative working relationships with others, and maintaining them over time.
- Interacting With Computers - Using computers and computer systems (including hardware and software) to program, write software, set up functions, enter data, or process information.

Specific Tasks

Occupation Specific Tasks:

- Advise business and other groups on local, national, and international factors affecting the buying and selling of products and services.
- Compile lists describing product or service offerings.
- Conduct economic and commercial surveys to identify potential markets for products and services.
- Confer with legal staff to resolve problems, such as copyright infringement and royalty sharing with outside producers and distributors.
- Consult with buying personnel to gain

Market Research Analysts

Core Tasks

Generalized Work Activities:

- Communicating with Supervisors, Peers, or Subordinates - Providing information to supervisors, co-workers, and subordinates by telephone, in written form, e-mail, or in person.
- Interacting With Computers - Using computers and computer systems (including hardware and software) to program, write software, set up functions, enter data, or process information.
- Documenting/Recording Information - Entering, transcribing, recording, storing, or maintaining information in written or electronic/magnetic form.
- Updating and Using Relevant Knowledge - Keeping up-to-date technically and applying new knowledge to your job.
- Establishing and Maintaining Interpersonal Relationships - Developing constructive and cooperative working relationships with others, and maintaining them over time.

Specific Tasks

Occupation Specific Tasks:

- Attend staff conferences to provide management with information and proposals concerning the promotion, distribution, design, and pricing of company products or services.
- Collect and analyze data on customer demographics, preferences, needs, and buying habits to identify potential markets and factors affecting product demand.
- Conduct research on consumer opinions and marketing strategies, collaborating with marketing professionals, statisticians, pollsters, and other professionals.
- Develop and implement procedures for identifying advertising needs.
- Devise and evaluate methods and procedures for collecting data, such as surveys, opinion polls, or questionnaires, or arrange to obtain existing data.



advice regarding the types of products or services expected to be in demand.

- Consult with product development personnel on product specifications such as design, color, and packaging.
- Coordinate and participate in promotional activities and trade shows, working with developers, advertisers, and production managers, to market products and services.
- Develop pricing strategies, balancing firm objectives and customer satisfaction.
- Direct the hiring, training, and performance evaluations of marketing and sales staff and oversee their daily activities.
- Evaluate the financial aspects of product development, such as budgets, expenditures, research and development appropriations, and return-on-investment and profit-loss projections.
- Formulate, direct and coordinate marketing activities and policies to promote products and services, working with advertising and promotion managers.
- Identify, develop, and evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup factors.
- Initiate market research studies and analyze their findings.
- Negotiate contracts with vendors and distributors to manage product distribution, establishing distribution networks and developing distribution strategies.
- Select products and accessories to be displayed at trade or special production shows.
- Use sales forecasting and strategic planning to ensure the sale and profitability of products, lines, or services, analyzing business developments and monitoring market trends.

Detailed Tasks

Detailed Work Activities:

- analyze market or delivery systems
- analyze sales activities or trends
- assign work to staff or employees
- conduct market research
- conduct or attend staff meetings
- conduct research on work-related topics
- conduct sales presentations
- confer with other departmental heads to coordinate activities
- consult with managerial or supervisory personnel
- develop marketing strategy
- develop pricing strategy
- direct and coordinate activities of workers

- Direct trained survey interviewers.
- Forecast and track marketing and sales trends, analyzing collected data.
- Gather data on competitors and analyze their prices, sales, and method of marketing and distribution.
- Measure and assess customer and employee satisfaction.
- Measure the effectiveness of marketing, advertising, and communications programs and strategies.
- Monitor industry statistics and follow trends in trade literature.
- Prepare reports of findings, illustrating data graphically and translating complex findings into written text.
- Seek and provide information to help companies determine their position in the marketplace.

Detailed Tasks

Detailed Work Activities:

- advise clients or customers
- advise governmental or industrial personnel
- analyze market or delivery systems
- analyze sales activities or trends
- analyze scientific research data or investigative findings
- analyze social or economic data
- collect scientific or technical data
- collect social or personal information
- collect statistical data
- communicate technical information
- compile numerical or statistical data
- conduct field research or investigative studies
- conduct market research
- conduct or attend staff meetings
- conduct survey research of specified populations
- confer with research personnel
- confer with scientists
- create mathematical or statistical diagrams or charts
- develop marketing strategy
- develop or maintain databases
- develop plans for programs or projects
- develop policies, procedures, methods, or standards
- develop tables depicting data
- direct and coordinate activities of workers or staff
- direct and coordinate scientific research or investigative studies
- direct implementation of new procedures, policies, or programs



- direct and coordinate activities of workers or staff
- estimate product demand
- evaluate performance of employees or contract personnel
- hire, discharge, transfer, or promote workers
- identify potential markets
- make presentations
- manage contracts
- monitor consumer or marketing trends
- oversee execution of organizational or program policies
- oversee sales programs
- perform general financial analysis
- prepare reports
- provide customer service
- use knowledge of economic trends
- use knowledge of written communication in sales work
- use marketing techniques
- use product knowledge to market goods
- use public speaking techniques

Technology - Examples

Analytical or scientific software

- ClickTracks software
- Minitab software
- Nedstat Sitestat
- Online advertising reporting software

Customer relationship management CRM software

- QAD Marketing Automation
- Sage Software SalesLogix
- Siebel Server Sync

Data base reporting software

- Database software (reporting feature)

Data base user interface and query software

- AdSense Tracker
- ClearEDGE software
- Database software (user interface and query feature)
- Databox software
- Fast Track Systems software
- Microsoft Access

- explain complex mathematical information
- follow confidentiality procedures
- forecast or predict phenomena based upon research data
- identify potential markets
- interpret charts or tables for social or economic research
- interview customers
- learn trends in world trade
- maintain awareness of social trends
- make presentations
- monitor consumer or marketing trends
- obtain information from individuals
- perform statistical modeling
- plan scientific research or investigative studies
- plan surveys of specified group or area
- prepare reports
- prepare technical reports or related documentation
- provide expert testimony on research results
- recognize interrelationships among individuals or social groups
- recognize interrelationships among social statistics or indicators
- recommend further study or action based on research data
- use computers to enter, access or retrieve data
- use current social research
- use interpersonal communication techniques
- use interviewing procedures
- use knowledge of economic trends
- use knowledge of investigation techniques
- use labor market information
- use library or online Internet research techniques
- use marketing techniques
- use mathematical or statistical methods to identify or analyze problems
- use oral or written communication techniques
- use product knowledge to market goods
- use public speaking techniques
- use quantitative research methods
- use relational database software
- use scientific research methodology
- use spreadsheet software
- use word processing or desktop publishing software
- work as a team member
- write business project or bid proposals



- Structured query language SQL

Desktop publishing software

- Microsoft Publisher

Electronic mail software

- Email software
- Listserv software
- Microsoft Outlook

Enterprise resource planning ERP software

- SAP software

Graphics or photo imaging software

- Graphic presentation software

Internet browser software

- Web browser software

Presentation software

- Microsoft PowerPoint

Project management software

- Atlas OnePoint GO TOAST
- Microsoft Project

Spreadsheet software

- Microsoft Excel

Transaction server software

- Armand Morin MultiTrack Generator

Word processing software

- Microsoft Word

Tools - Examples

- Desktop computers
- Notebook computers
- Personal computers
- Personal digital assistants PDA
- Scanners
- Tablet computers

Technology - Examples

Analytical or scientific software

- AcaStat software
- Adaptive conjoint analysis ACA software
- AndersonBell Abstat
- Claritas software
- Cytel LogXact
- Data analysis software
- Insightful S-PLUS
- Minitab software
- Palisade StatTools
- Provalis Research Simstat
- SAS software
- Sawtooth Choice-Base Conjoint CBS
- Sawtooth Composite Product Mapping CPM
- SPSS software
- StataCorp Stata
- StatPac software
- TNS MarketWhys
- TNS Miriad
- UNISTAT Statistical Package
- WinCross software

Categorization or classification software

- MapMaker software

Content workflow software

- ADXSTUDIO software

Customer relationship management CRM software

- Epiphany software
- Galilee Enterprise TargetPro
- Insightful Corporation Confront
- Solucient software
- TechExcel software
- Vantage MCIF

Data base user interface and query software



- Database software

- Geographic information system GIS marketing software

- GM NET-MR

- IBM IMS

- Intellimed software

- Microsoft Access

- Oracle software

- Structured query language SQL

- Survey software

Data mining software

- Cytel Software XLMner

- IBM Intelligent Miner

- NCR Teradata Warehouse Miner

- Oracle Darwin

Desktop publishing software

- LogiXML Ad-HOC

- Sawtooth SSI Web

Development environment software

- Microsoft Visual Basic

Document management software

- INPUT analysis software

Electronic mail software

- Email software

Enterprise resource planning ERP software

- Aprimo Marketing

Expert system software

- Digivey software (expert system feature)

Financial analysis software

- Financial planning software

Graphics or photo imaging software

- Adobe Systems Adobe Illustrator

- Adobe Systems Adobe Photoshop software

- Graphics software

- Thomson Dialog

Information retrieval or search software



- Factiva

- FedBizOps

- LexisNexis software

- Medstat/INFORUM

- Mintel Reports

- Neoforma Healthcare Products Information Services HPIS Market Intelligence

- Thomson Financial Investext

- Verispan Patient Parameters

- Wal-mart Retail Link

Internet browser software

- Web browser software

Map creation software

- Mapping software

Network conferencing software

- Microsoft Sharepoint

Office suite software

- Microsoft Office

Point of sale POS software

- Digivey software (point of sale feature)

Presentation software

- Microsoft PowerPoint

- Presentation software

Project management software

- AndersonBell WebServ

- ClassApps SelectSurveyASP

- Focus software

- Key Survey software

- Microsoft Project

- Perseus SurveySolutions

Spreadsheet software

- Microsoft Excel

Web page creation and editing software

- Adobe Systems Adobe Fireworks

- Adobe Systems Adobe Flash Player

Web platform development software



- Cascading Style Sheets CSS
- Dynamic hypertext markup language DHTML
- Hypertext markup language HTML
- JavaScript
- Word processing software
- Microsoft Word
- Word processing software

Tools - Examples

- Desktop computers
- Notebook computers
- Personal computers
- Personal digital assistants PDA
- Scanners
- Tablet computers

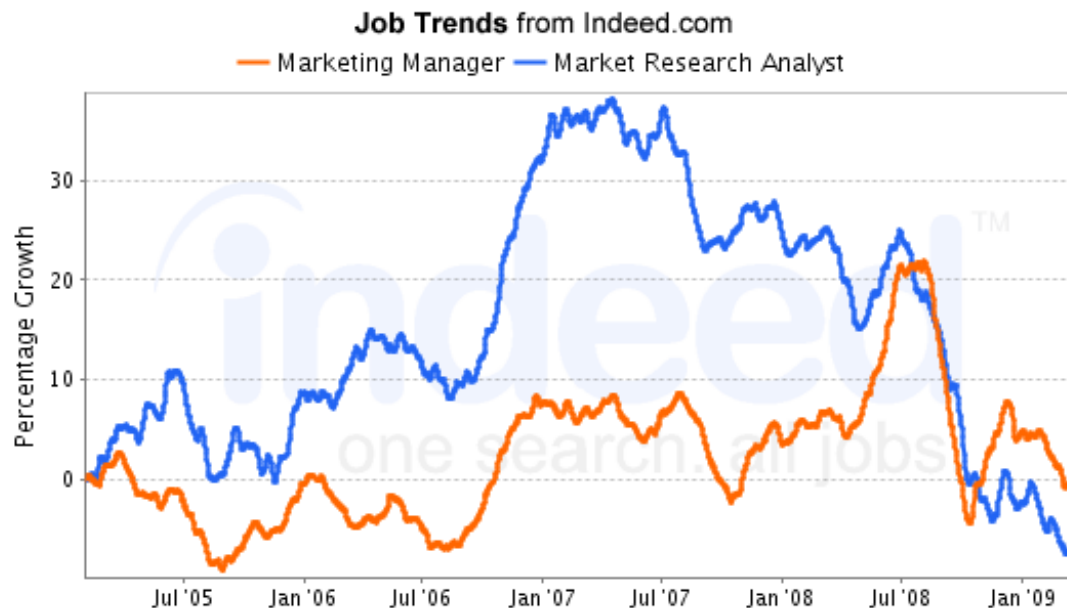
Labor Market Comparison

Description	Marketing Managers	Market Research Analysts	Difference
Median Wage	\$ 74,560	\$ 49,960	\$(24,600)
10th Percentile Wage	\$ 47,060	\$ 33,000	\$(14,060)
25th Percentile Wage	N/A	N/A	N/A
75th Percentile Wage	\$100,100	\$ 70,990	\$(29,110)
90th Percentile Wage	\$134,210	\$ 88,170	\$(46,040)
Mean Wage	\$ 83,370	\$ 55,370	\$(28,000)
Total Employment - 2007	570	200	-370
Employment Base - 2006	600	202	-398
Projected Employment - 2016	644	209	-435
Projected Job Growth - 2006-2016	7.3 %	3.5 %	-3.9 %
Projected Annual Openings - 2006-2016	17	2	-15

National Job Posting Trends

Trend for Marketing Managers

Trend for
Market
Research
Analysts



Data from [Indeed](http://Indeed.com)

Recommended Programs

Agricultural Economics

Agricultural Economics. A program that focuses on the application of economics to the analysis of resource allocation, productivity, investment, and trends in the agricultural sector, both domestically and internationally. Includes instruction in economics and related subfields as well as applicable agricultural fields.

Institution	Address	City	URL
University of Maine		Orono	www.umaine.edu/
University of Maine		Orono	www.umaine.edu/
University of Maine		Orono	www.umaine.edu/

Economics, General

Economics, General. A general program that focuses on the systematic study of the production, conservation and allocation of resources in conditions of scarcity, together with the organizational frameworks related to these processes. Includes instruction in economic theory, micro- and macroeconomics, comparative economic systems, money and banking systems, international economics, quantitative analytical methods, and applications to specific industries and public policy issues.

Institution	Address	City	URL
Bowdoin College	5700 College Station - President's Office	Brunswick	www.bowdoin.edu
Bowdoin College	5700 College Station - President's Office	Brunswick	www.bowdoin.edu
Bates College	2 Andrews Road, 2 Lane Hall	Lewiston	www.bates.edu/
Bates College	2 Andrews Road, 2 Lane Hall	Lewiston	www.bates.edu/
University of Maine		Orono	www.umaine.edu/
University of Maine		Orono	www.umaine.edu/
University of Maine		Orono	www.umaine.edu/
University of Southern Maine	96 Falmouth St	Portland	www.usm.maine.edu



Colby College	Mayflower Hill Drive	Waterville	www.colby.edu
Colby College	Mayflower Hill Drive	Waterville	www.colby.edu
Applied and Resource Economics			
Applied Economics. A program that focuses on the application of economic principles and analytical techniques to the study of particular industries, activities, or the exploitation of particular resources. Includes instruction in economic theory; microeconomic analysis and modeling of specific industries, commodities; the economic consequences of resource allocation decisions; regulatory and consumer factors; and the technical aspects of specific subjects as they relate to economic analysis.			
No schools available for the program			
Econometrics and Quantitative Economics			
Econometrics and Quantitative Economics. A program that focuses on the systematic study of mathematical and statistical analysis of economic phenomena and problems. Includes instruction in economic statistics, optimization theory, cost/benefit analysis, price theory, economic modeling, and economic forecasting and evaluation.			
Institution	Address	City	URL
Bowdoin College	5700 College Station - President's Office	Brunswick	www.bowdoin.edu
Bowdoin College	5700 College Station - President's Office	Brunswick	www.bowdoin.edu
Development Economics and International Development			
Development Economics and International Development. A program that focuses on the systematic study of the economic development process and its application to the problems of specific countries and regions. Includes instruction in economic development theory, industrialization, land reform, infrastructural development, investment policy, the role of governments and business in development, international development organizations, and the study of social, health, and environmental influences on economic development.			
No schools available for the program			
International Economics			
International Economics. A program that focuses on the systematic study and analysis of international commercial behavior and trade policy. Includes instruction in international trade theory, tariffs and quotas, commercial policy, trade factor flows, international finance and investment, currency regulation and trade exchange rates and markets, international trade negotiation, and international payments and accounting policy.			
No schools available for the program			
Economics, Other			
Economics, Other. Any instructional program in economics not listed above.			
Institution	Address	City	URL
University of Maine		Orono	www.umaine.edu/
University of Maine		Orono	www.umaine.edu/
University of Maine		Orono	www.umaine.edu/
Business/Managerial Economics			
Business/Managerial Economics. A program that focuses on the application of economics principles to the analysis of the organization and operation of business enterprises. Includes instruction in monetary theory, banking and financial systems, theory of competition, pricing theory, wage and salary/incentive theory, analysis of markets, and applications of econometrics and quantitative methods to the study of particular businesses and business problems.			
No schools available for the program			
Marketing Research			
Marketing Research. A program that prepares individuals to provide analytical descriptions of consumer behavior patterns and market environments to marketing managers and other business decision-makers. Includes instruction in survey research methods, research design, new product test marketing, exploratory marketing, consumer needs and preferences analysis, geographic analysis, and applications to specific products and markets.			



No schools available for the program

Maine Statewide Promotion Opportunities for Marketing Managers

O*NET Code	Title	Grand TORQ	Job Zone	Employment	Median Wage	Difference	Growth	Annual Job Openings
11-2021.00	Marketing Managers	100	4	570	\$74,560.00	\$0.00	7%	17
13-2052.00	Personal Financial Advisors	91	3	360	\$94,100.00	\$19,540.00	10%	13
11-1021.00	General and Operations Managers	85	4	8,490	\$77,050.00	\$2,490.00	-5%	209
23-1011.00	Lawyers	85	5	1,910	\$80,120.00	\$5,560.00	6%	73
11-1011.00	Chief Executives	82	5	750	\$102,290.00	\$27,730.00	-6%	25
23-1023.00	Judges, Magistrate Judges, and Magistrates	82	5	80	\$115,160.00	\$40,600.00	1%	2
29-1051.00	Pharmacists	78	5	1,190	\$112,550.00	\$37,990.00	22%	46
11-3021.00	Computer and Information Systems Managers	77	5	870	\$83,130.00	\$8,570.00	8%	21
11-9121.00	Natural Sciences Managers	77	5	180	\$79,810.00	\$5,250.00	8%	5
29-1062.00	Family and General Practitioners	75	5	710	\$138,550.00	\$63,990.00	7%	20
29-1063.00	Internists, General	75	5	420	\$144,760.00	\$70,200.00	6%	12
29-1081.00	Podiatrists	74	5	40	\$101,210.00	\$26,650.00	5%	6
25-1051.00	Atmospheric, Earth, Marine, and Space Sciences Teachers, Postsecondary	73	5	100	\$77,390.00	\$2,830.00	11%	3
11-9041.00	Engineering Managers	72	5	720	\$91,030.00	\$16,470.00	-2%	14
29-1041.00	Optometrists	72	5	90	\$107,740.00	\$33,180.00	19%	4

Top Industries for Market Research Analysts

Industry	NAICS	% in Industry	Employment	Projected Employment	% Change
Management of companies and enterprises	551100	8.32%	19,499	22,478	15.28%



Management, scientific, and technical consulting services	541600	8.07%	18,919	37,153	96.38%
Self-employed workers, primary job	000601	6.08%	14,250	15,182	6.54%
Computer systems design and related services	541500	3.72%	8,712	11,763	35.02%
Advertising and related services	541800	3.16%	7,398	9,182	24.11%
Software publishers	511200	2.27%	5,311	6,839	28.76%
Depository credit intermediation	522100	2.12%	4,965	5,062	1.95%
Professional and commercial equipment and supplies merchant wholesalers	423400	1.92%	4,496	5,241	16.57%
Securities and commodity contracts, brokerages, and exchanges	5231-2	1.82%	4,259	6,304	48.00%
Wholesale electronic markets and agents and brokers	425100	1.41%	3,304	3,749	13.48%
Colleges, universities, and professional schools, public and private	611300	1.35%	3,152	3,526	11.87%
Research and development in the physical, engineering, and life sciences	541710	1.31%	3,082	3,288	6.69%
Computer and peripheral equipment manufacturing	334100	1.31%	3,079	2,015	-34.54%
Other financial investment activities	523900	1.29%	3,034	4,276	40.93%
Wired telecommunications carriers	517100	1.27%	2,973	2,334	-21.49%

Top Industries for Marketing Managers

Industry	NAICS	% in Industry	Employment	Projected Employment	% Change
Management of companies and enterprises	551100	11.87%	19,882	22,919	15.28%
Computer systems design and related services	541500	4.78%	8,005	10,808	35.02%
Depository credit intermediation	522100	3.25%	5,441	5,548	1.95%
Management, scientific, and technical consulting services	541600	3.24%	5,431	9,695	78.52%
Self-employed workers, primary job	000601	2.33%	3,908	4,164	6.54%
Securities and commodity contracts, brokerages, and exchanges	5231-2	2.25%	3,760	5,545	47.46%
Software publishers	511200	2.15%	3,596	4,630	28.76%
Advertising and related services	541800	2.05%	3,430	3,870	12.83%
Computer and peripheral equipment manufacturing	334100	1.95%	3,274	2,143	-34.54%
Semiconductor and other electronic component manufacturing	334400	1.88%	3,150	2,753	-12.59%
Navigational, measuring, electromedical, and control instruments manufacturing	334500	1.72%	2,874	2,752	-4.26%
Office administrative services	561100	1.63%	2,722	3,451	26.79%

Wholesale electronic markets and agents and brokers	425100	1.52%	2,542	2,884	13.48%
Professional and commercial equipment and supplies merchant wholesalers	423400	1.48%	2,475	2,885	16.57%
Research and development in the physical, engineering, and life sciences	541710	1.41%	2,357	2,515	6.69%